



LEO BURNETT U.S.A.

35 West Wacker Drive, Chicago, Illinois 60601, Tel: (312) 220-5959, Fax: (312) 220-3299

January 27, 1997

Ms. Linda Schwartz  
**PHILIP MORRIS U.S.A.**  
120 Park Avenue  
New York, NY 10017

**Re: Parliament 4th Quarter Metro Markets**  
**Program 96541A-D**

Dear Linda:

This forwards the fourth and final response report for the Parliament 4th Quarter Metro Markets.

**Response Totals**

The information presented in the chart below is a snapshot of the response counts for each market. A total of 16,228 responses, including surveys with foreign, incomplete and illegible addresses, were received by the event representatives in all four cities.

	<u>Boston</u>	<u>New York</u>	<u>Philadelphia</u>	<u>Miami</u>	<u>All Markets Total</u>
<b>Responses Generated</b>	2,596	4,558	5,367	3,707	16,228 *
<b>Number of Events</b>	18	21	30	18	
<b>Average # of responses/club</b>	144	217	179	206	
<b>Highest Yielding Club</b>	Hong Kong	Roxy	Iguana Beach	The Clevelander	
<b>Percentage of total program response</b>	16%	28%	33%	23%	

- \* Of the 16,228 documents collected, 14,650 adult smoker responses contained complete, mailable addresses and were forwarded to GMR.  
ISI forwarded 15,496 responses (total includes the 14,650 responses to GMR plus an additional 846 responses with incomplete mailing information) to the Philip Morris Smoker Database.

2071443072

January 27, 1997

**Supplementary Data Responses**

The following represents a breakdown of supplementary data question responses for the 15,496 records sent to the Philip Morris Smoker Database.

**Product Purchased**

Blue	127
Menthol	48
Blank	15,321

**Quantity Purchased**

1 Pack	153
2 Packs	89
None	287
Blank	14,967

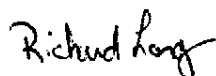
**Choice of Vehicle**

Convertible	6,729
4-Wheel SU	4,436
Sportscoupe	3,013
Other	765
Blank	553

If you should require any additional information or count detail, please let us know.

Best Regards,

**LEO BURNETT U.S.A.**



Richard Long



Jeana Majeske

cc: L. Steen - PM/NY  
L. Gillis, C. Gray, B. Zimmerman - LBCo

2071443073